

ABSTRACT

This study aims to analyze the effect of employer branding on job application intention, with social media usage as a mediating variable. Employer branding is considered an important strategy for companies in building a positive image as an attractive workplace, while social media usage serves as a primary channel for delivering company information to potential applicants. This research was conducted among final-year students of the Faculty of Economics and Business at Diponegoro University, who represent a group transitioning into the workforce.

This study employs a quantitative approach using a questionnaire distribution method. The research sample consists of 120 respondents selected through purposive sampling technique. Data were collected using a questionnaire with a five-point Likert scale and analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software version 4.1.1.6.

The results show that employer branding has a positive and significant effect on job application intention. In addition, employer branding significantly influences social media usage, and social media usage has a positive effect on job application intention. The mediation test results indicate that social media usage partially mediates the relationship between employer branding and job application intention. These findings highlight the importance of social media utilization in strengthening the effectiveness of employer branding in the recruitment process.

Keywords: *Employer branding, social media, job application intention*

